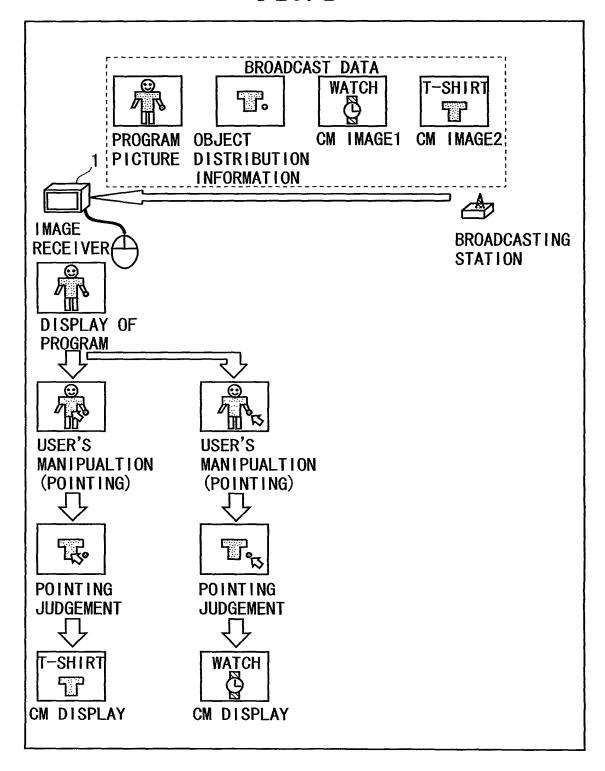
FIG. 1



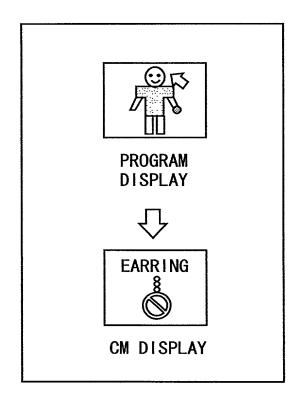


FIG. 3

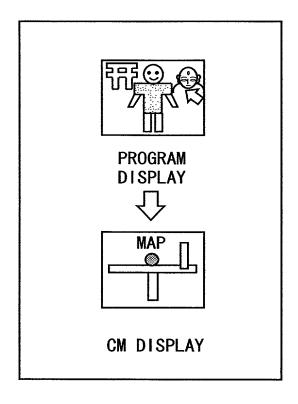


FIG. 4

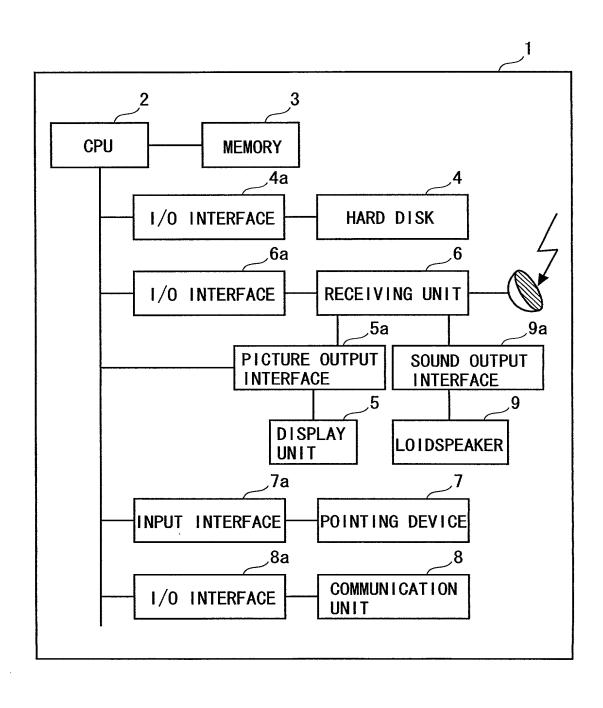
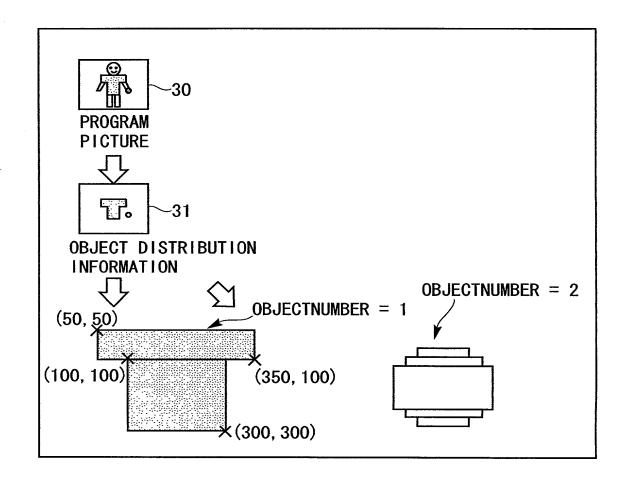


FIG. 5



	• • • •				
PROGRAM IDENTIFYING INFOR	INFORMATION (CHANNEL NUMBER,		PROGRAM NAME)		,
CH1, MISTERIOUS STORY NO. 52	52				33
FRAME IDENTIFYING INFORMA	TION (TOTAL F	RAME COUNT	NFORMATION (TOTAL FRAME COUNT FROM BEGINNING OF PROGRAM)	OF PROGRAM)	•
3420TH FRAME					34
OBJECT SHAPE INFORMATION					L
OBJECT NUMBER	X1	۲۱	X2	Y2	55
	20	20	350	100	
1	100	100	300	300	
2	392	150	385	155	
2	322	155	395	160	
2	345	160	405	180	
2	355	180	395	185	
2	365	185	385	190	

FIG. 7

IDENTIFYING INFORMATION	PROGRAM IDENTIFYING INFORMATION (CHANNEL NUMBER, PROGRAM NAME)	ME)
CH1, MISTERIOUS STORY NO. 52		
OBJECT NUMBER	HEAD ADDRESS OF COMMECIAL IMAGE	NAGE
,—	0x00010000	
2	0×00020000	
•••	•••	

FIG. 8

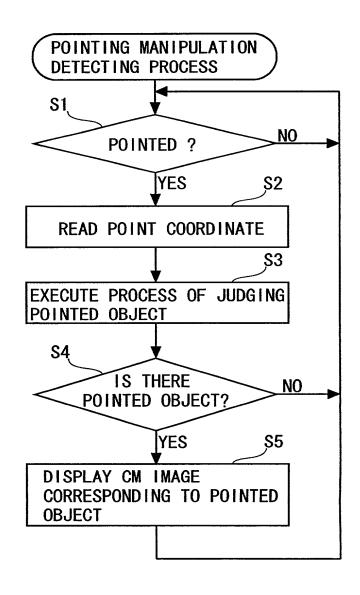
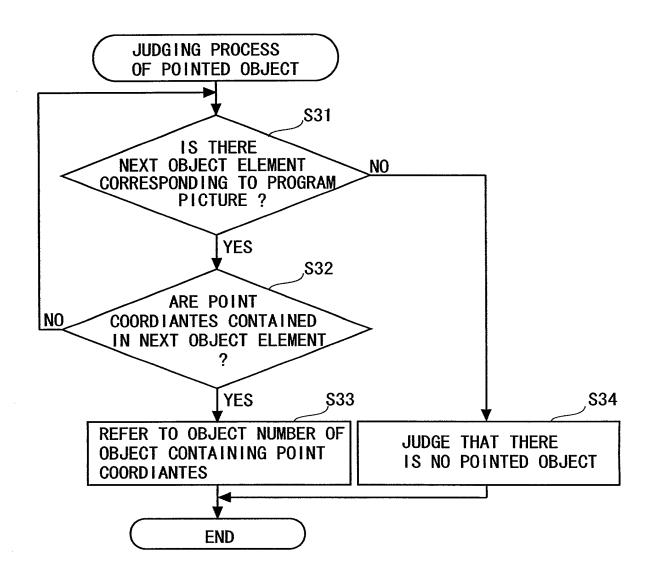
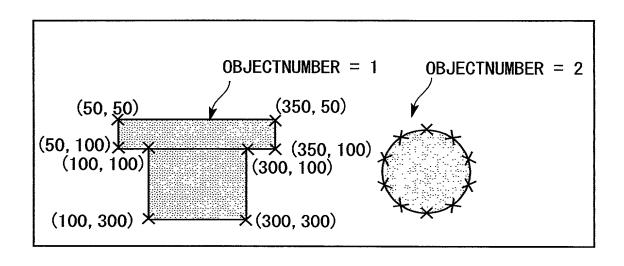


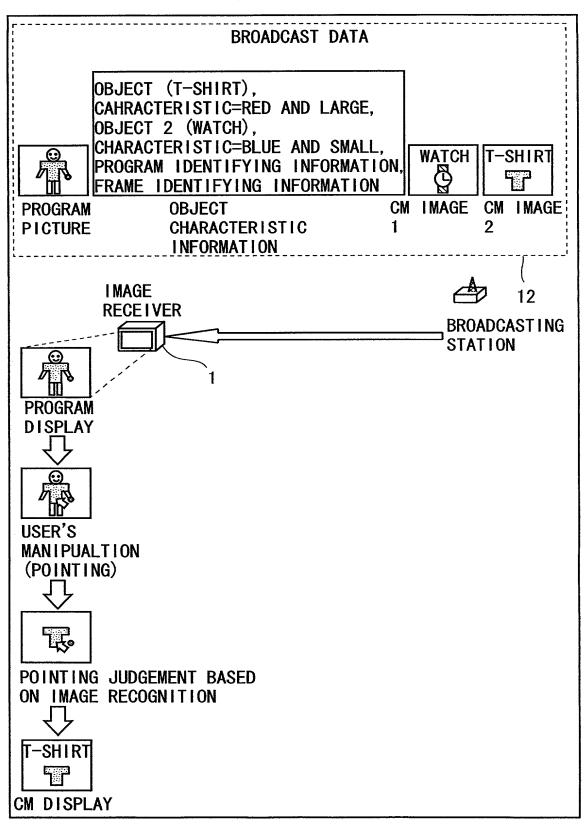
FIG. 9





PROGRAM IDENTIFYING INFORM (CHANNEL NUMBER, PROGRAM I CH1, MISTERIOUS STORY NO. FRAME IDENTIFYING INFORMA (TOTAL FRAME COUNT FROM E 3420TH FRAME	NAME) 52 ATION	PROGRAM)	—33 —34		
OBJECT DISTRIBUTION INFORMATION					
OBJECT NUMBER	Х	Υ	─—35a		
1	50	50			
	50	100			
	100	100			
	100	300			
	300	300			
	300	100			
	350	100			
	350	50			
2	375	150			
	365	155			
	350	170			
	355	185			
	360	195			
	370	200			
	385	195			
	395	190			
	400	175			
	390	160			

FIG. 12



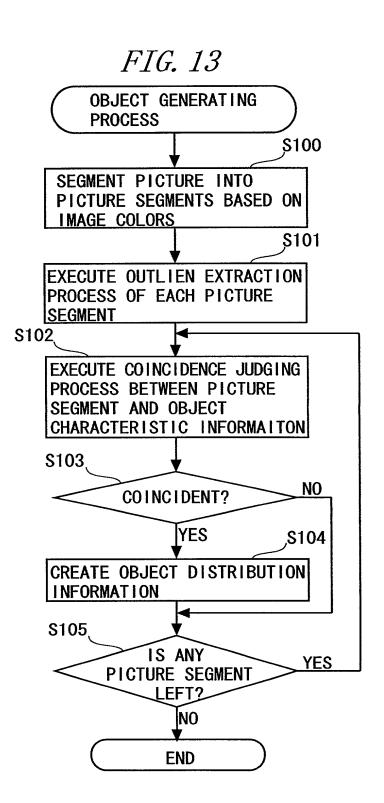


FIG. 14

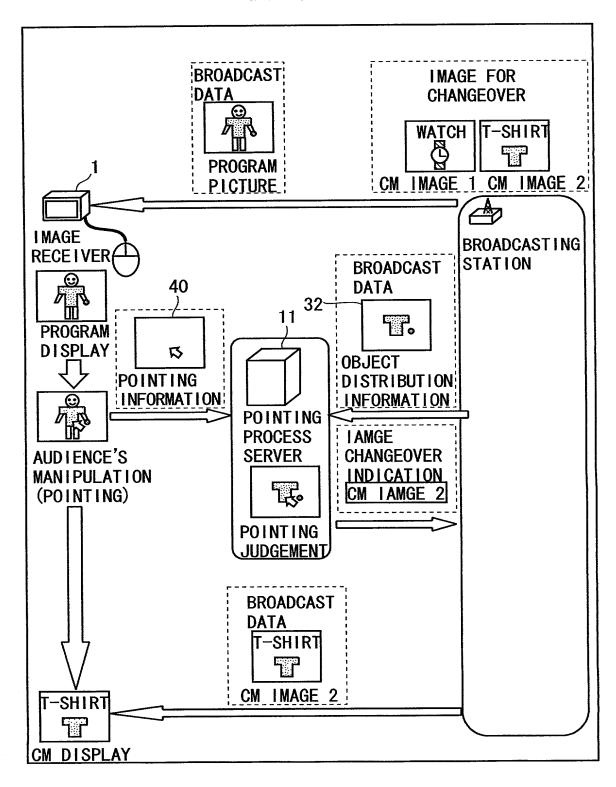


FIG. 15

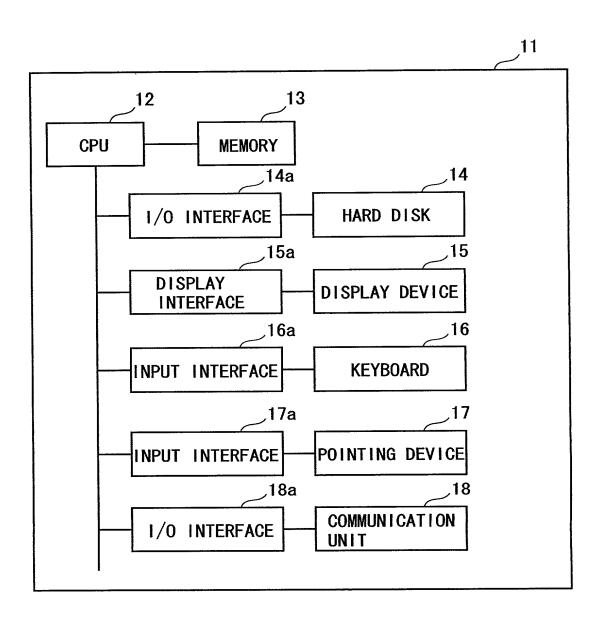


FIG. 16

40 POINTING INFORMATION

41	33	34	42
DISPLAY DEIVCE ID	PROGRAM NAME	FRAME NUMBER	COORDINATES
DISPLAY DEVICE IDENTIFYING INFORMATION		FRAME IDENTIFYING INFORMATION	POINTING POSITION INFORMATION

FIG. 17

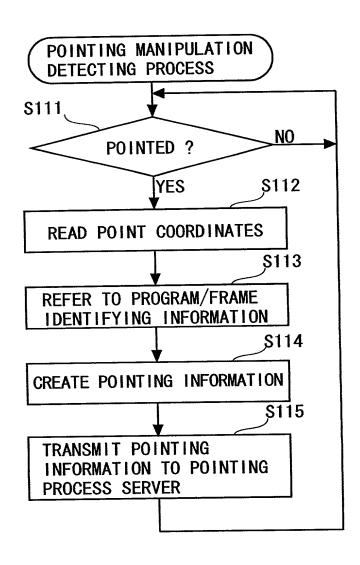


FIG. 18

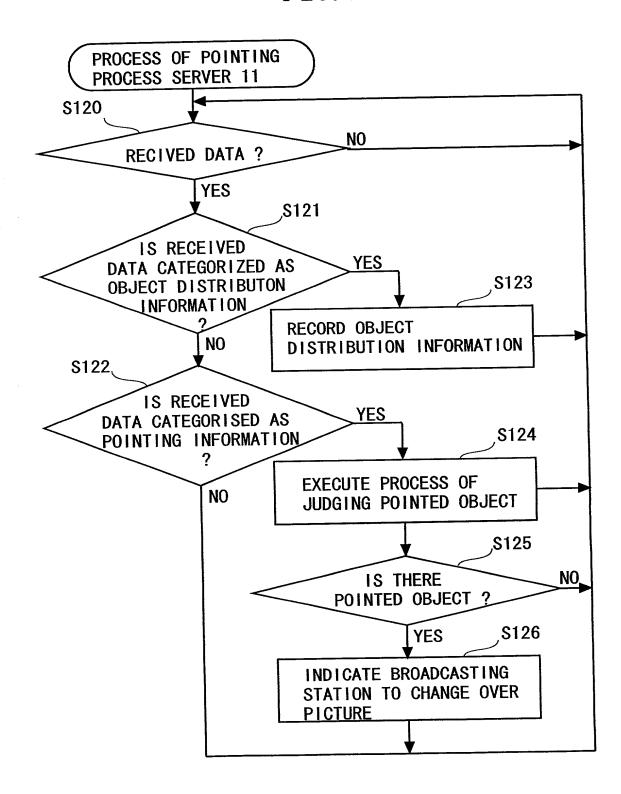


FIG. 19

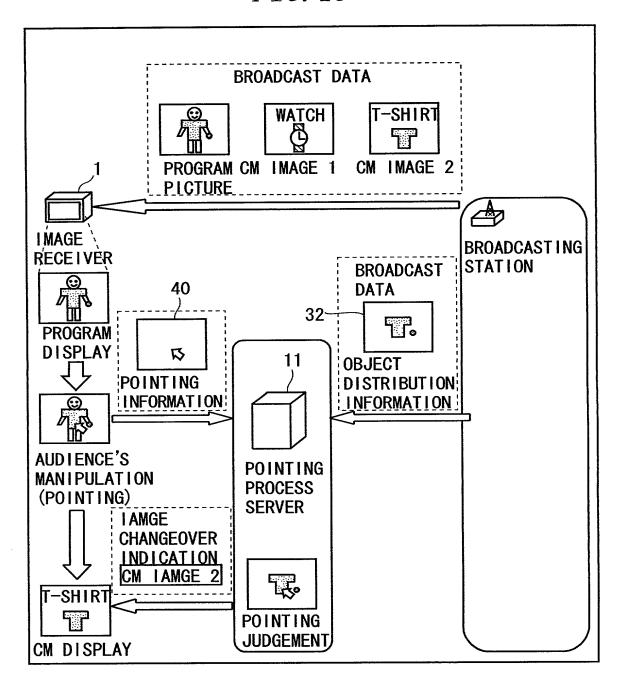
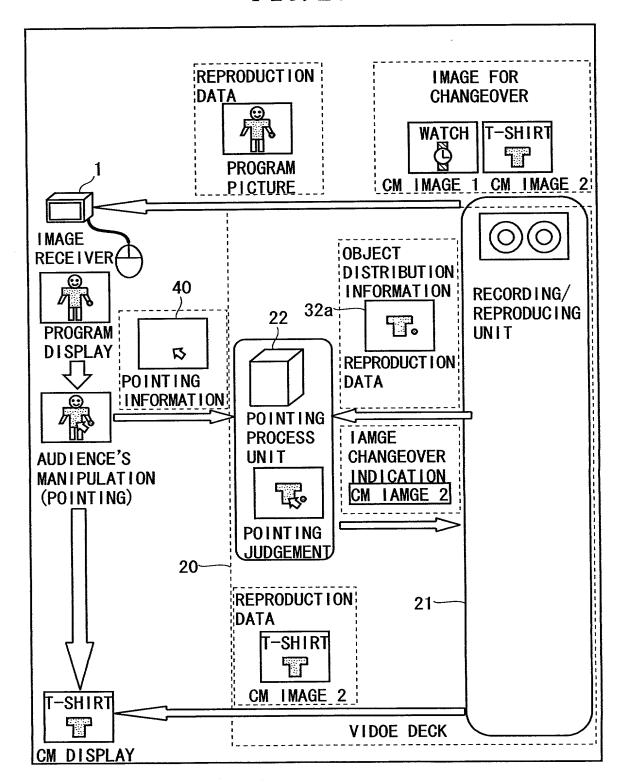


FIG. 20



32a	<u></u>
	A

NTED IMAGE 33	AT FRAME OF 0 0) 34	\$	NTER VALUE GEOVER 50
PROGRAM NAME OF POI	TAPE COUNTER VALUE AT FRAME OF POINTED LAMGE (TAPE HEAD IS SET TO 0)	RANGE OF COORDINATES	TAPENUMBER, TAPE COUNTER VALUE OF FRAME AFTER CHANGEOVER
PROGRAM IDENTIFYING INFORMATION PROGRAM NAME OF POINTED IMAGE	FRAME IDENTIFYING INFORMATION	OBJECT SHAPE INFORMATION	PICTURE CHANGEOVER INDICATION INFORMATION

(AUDIENCE) POINT CLOTHING ON SCREEN	\$130
↓ (IAMGE RECEIVER)OBTAIN COORDINATES OF POINTED POSITION	S131
(IMAGE RECEIVER) OBTAIN TAPE COUNTR VALUE WHEN POINTED	S132
(IMAGE RECEIVER) TRANSMIT COORDINATES AND TAPE COUNTER VALUE TO VIDEO DECK	S133
(POINTING PROCESS UNIT) COLLATE COORDINATES AND TAPE COUNTER VALUE WITH OBJECT DISTRIBUTION INFORMATION	\$134
(POINTING PROCESS UNIT) TRANSMIT PICTURE CHANGEOVER INDICATION TO RECORDING/REPRODUCING UNIT IF PICTURE CHANGEOVER INDICATION INFORMATION IS SPECIFIED IN POINTED OBJECT	S135
(RECORDING/REPDOCUING UNIT) CHANGE OVER PICTURE TO BE OUTPUTTED	S136
(IAMGE RECEIVER) CHANGE OVER PICTURE TO BE DISPLAYED	S137

FIG. 23

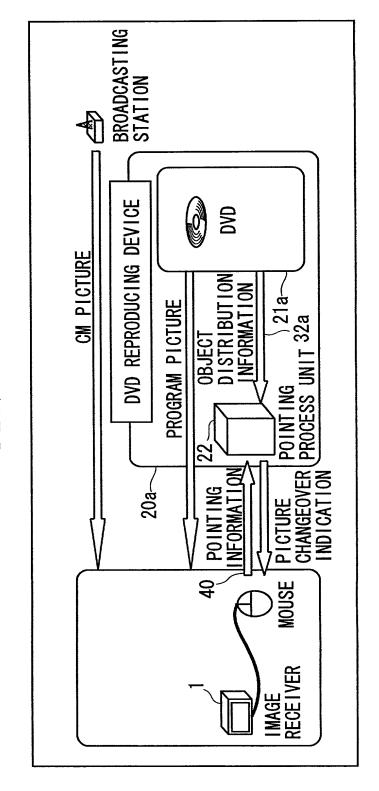


FIG. 24

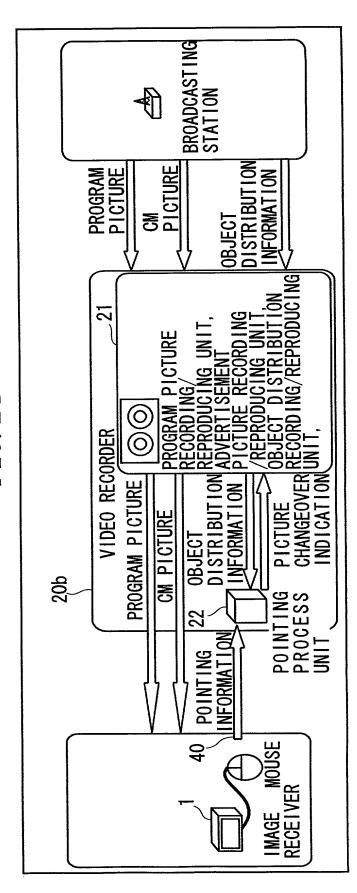


FIG. 25

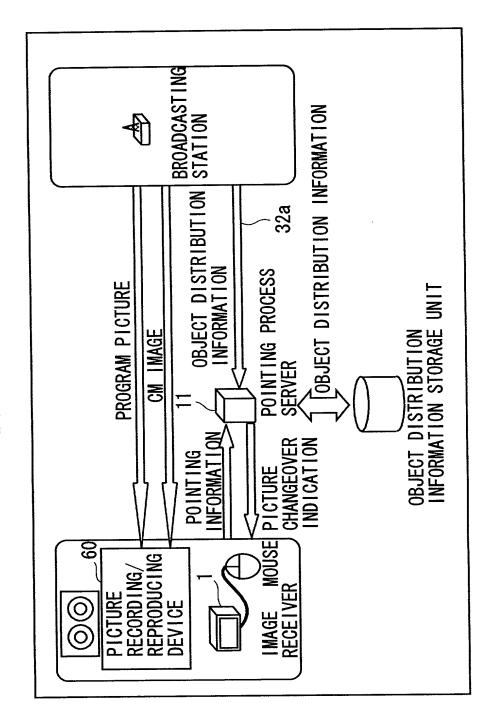


FIG. 26

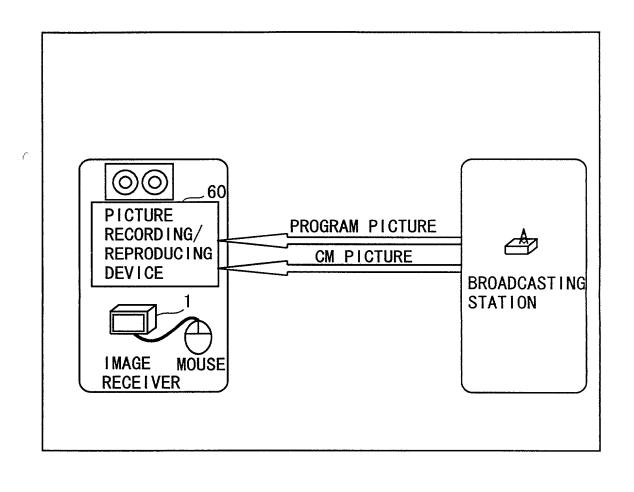
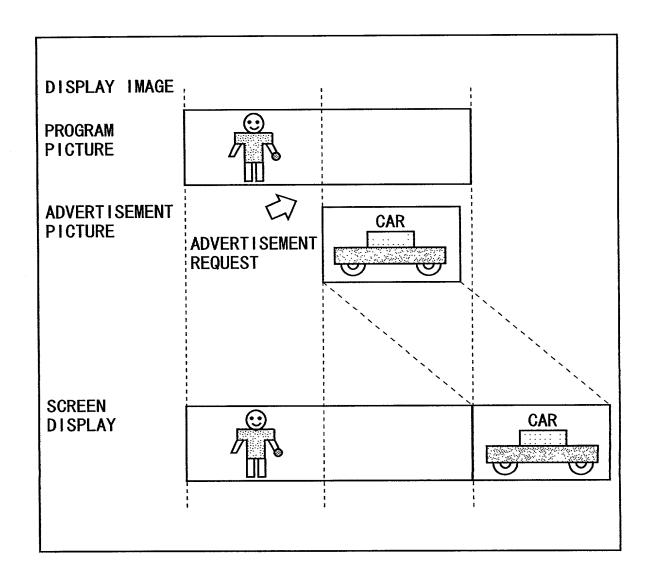
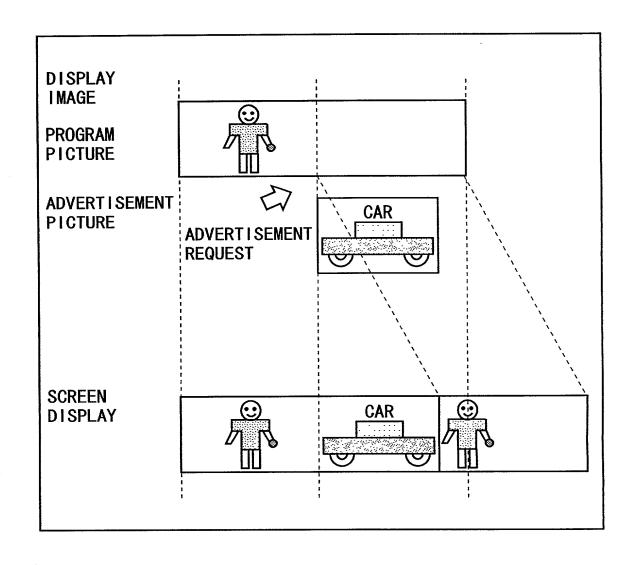


FIG. 27



(IMAGE RECEIVER) DISPLAY PROGRAM PICTURE	\$140
(AUDIENCE) POINT FIGURE ON SCREEN	S141
↓	S142
(IMAGE RECEIVER) AFTER DISPLAYING PROGRAM PICTURE, PICTURE RECORDING/REPRODUCING DEVICE REPRODUCES COMMERCIAL IMAGE RECORDED PREVIOUSLY. IN PARALLEL WITH THIS REPRODUCTION, PICTURE RECORDING/REPRODUCING DEVICE RECORDS PROGRAM PICTUTRE BEING BROADCAST AT PRESENT.	S143

FIG. 29



(IMAGE RECIEVER) DISPLAY PROGRAM PICTURE	S150
(AUDIENCE) CLICK FIGURE ON SCREEN	S151
▼ (IMAGE RECEIVER) DISPLAY COMMERCIAL LAMGE OF CAR RELATED TO FIGURE ON SCREEN. AT THIS TIME, PICTURE RECORDING/REPRODUCING DEVICE STARTS RECORDING PROGRAM PICTURE.	\$152
(IMAGE RECEIVER) AFTER END OF DISPLAY OF COMMERCIAL IMAGE, PICTURE RECORDING/REPRODUCING DEVICE REPRODUCES REST OF PROGRAM PICTURE RECORDED PREVIOUSLY, AND IN THE MEANTIME FURTHER RECORDS NEXT PROGRAM.	S153

FIG. 31

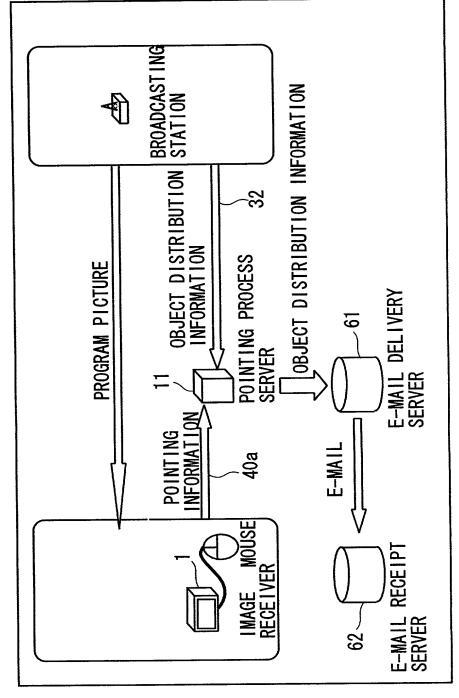
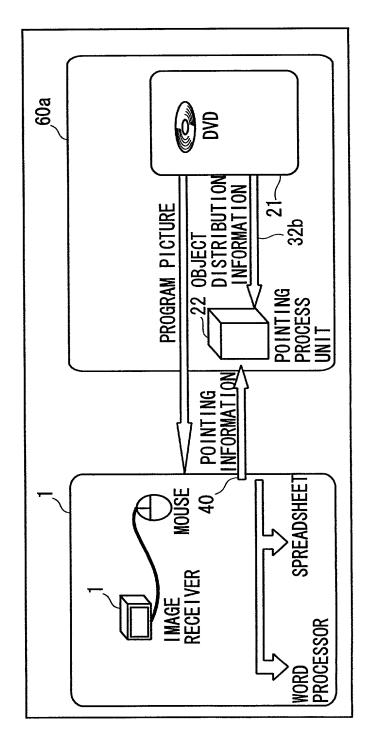


FIG. 32

40a POINTING INFORMATION

DISPLAY DEVICE IDENTIFYING INFORMATION	DISPLAY DEVICE ID 41	14
PROGRAM IDENTIFYING INFORMATION	PROGRAM NAME	33
FRAME IDENTIFYING INFORMATION	FRAME NUMBER	34
POINTED POSITION	COORDINATES	42
E-MAIL DESTINATION ADDRESS	ADDRESS	43

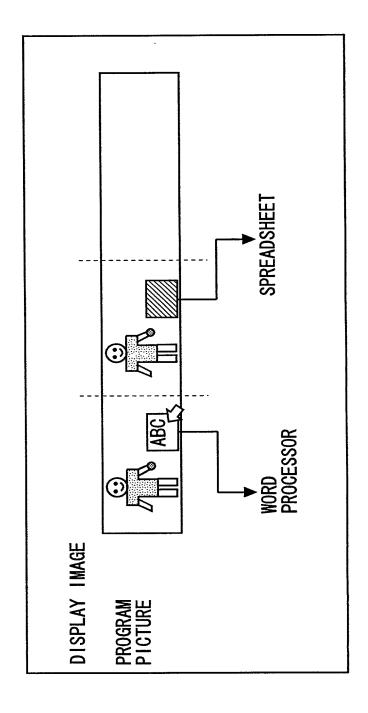
FIG. 33



 $FIG. \ 34$ 32b object distribution information

38	33	34	35	39
MEDIUM ID	PROGRAM NAME (PC BEGINNER'S GUIDE)	FRAME NUMBER	OBJECT NUMBER	PROGRAM EXECUTION FORMAT FILE NAME
MEDIUM IDENTIFYING INFORMATION	PROGRAM IDENTIFYING INFORMATION	FRAME IDENTIFYING INFORMATION	OBJECT SHAPE INFORMATION	EXECUTABLE IMAGE FILE NAME OF PROGRAM PROGRAM EXECUTION FORMAT FILE NAME

FIG. 35



OBJECT DISTRIBUTION STATION INFORMATION AUDIENCE FEE SETTLEMENT SYSTEM AUDIENCE CONTRACTOR INFORMATION SERVER 32c PROGRAM PICTURE FIG. 36 ON-LINE SHOP SERVER POINTING PROCESS SERVER IT ANALES ORDERING PROCESS APPLICATION ORDER POINTING INFORMATION 40c IMAGE MC Receiver

FIG. 37

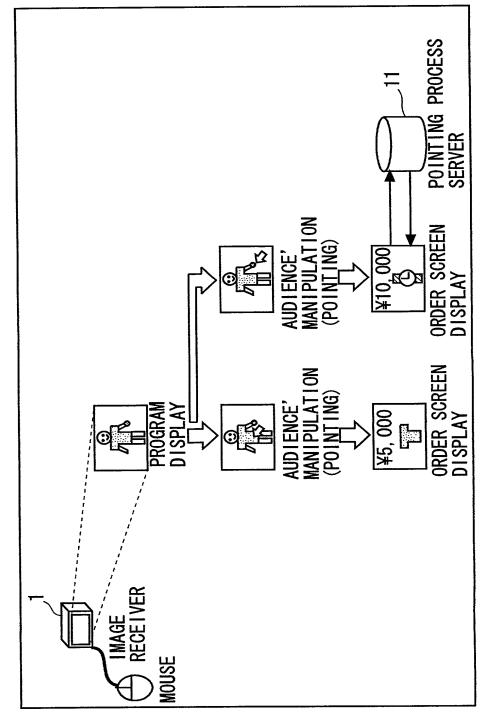


FIG. 38

RANGE OF FRAME NUMBERS COORDINATES RANGE ARTICLE PRICE PROGRAM NAME ORDER CODE 32c OBJECT DISTRIBUTION INFORMATION PROGRAM IDENTIFYING INFORMATION ARITCLE IDENTIFYING INFORMATION FRAME IDENTIFYING INFORMATION OBJECT SHAPE INFORMATION ARTICLE PRICE

35

34

55

-56

FIG. 39

0	FYING AUDIENCE CONTRACT ID	MATION PROGRAM NAME	FRAME NUMBERS	COORDINATES COORDINATES
40c POINTING INFORMATIO	AUDIENCE CONTRACTOR IDENTIFYING INFORMATION	PROGRAM IDENTIFYING INFORMATION	FRAME IDENTIFYING INFORMATION	POINTING POSITION INFORMATION

-57

.33

-34

-35

AUDIENCE CONTRACTOR INFORMATION	
AUDIENCE CONTRACTOR IDENTIFYING INFORMATION AUDIENCE CONTRACT ID	AUDIENCE CONTRACT ID
NAME	NAME
ADDRESS	ADDRESS

BROADCASTING STATION OBJECT DISTRIBUTION INFORMATION (CONTAINING APPLICATION INFORMATION) FIG. 41 PROGRAM PICTURE POINTING PROCESS UNIT POINTING INFORMATION ORDER INFORMATION ON-LINE SHOP SERVER MOUSE ORDERING PROCESS APPLICATION IMAGE MC Receiver B

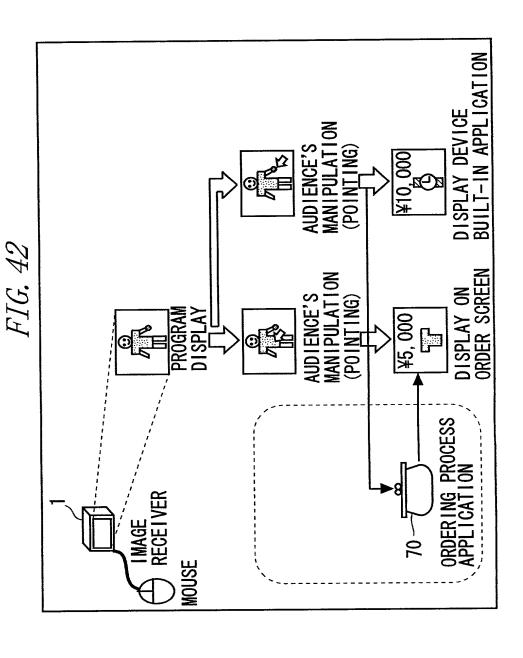
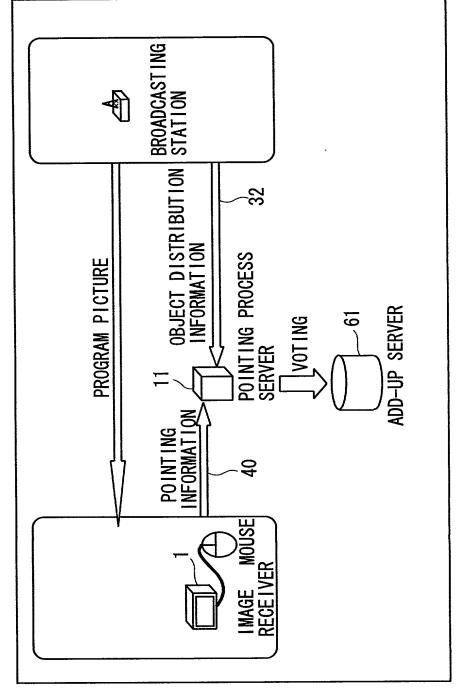


FIG. 43



INVALID VOTES 5 2 က ~ FIG. 44 × × 102 × × × × 103 × × ×

FIG. 45

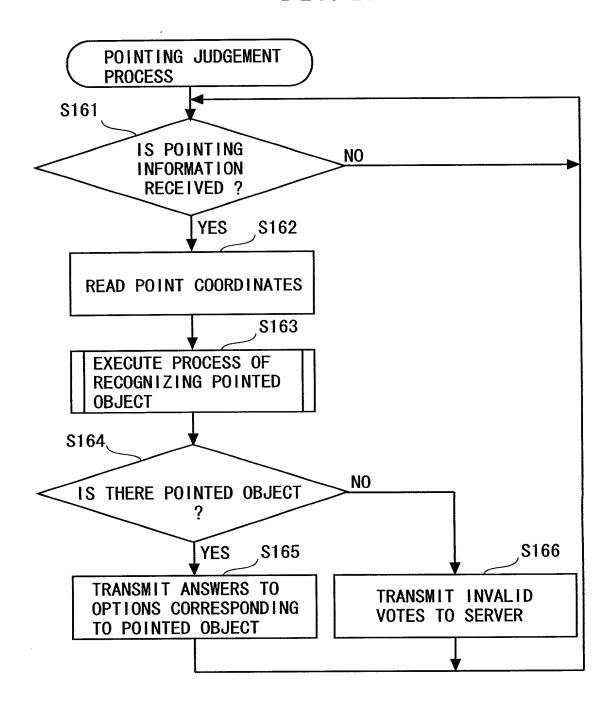


FIG. 46

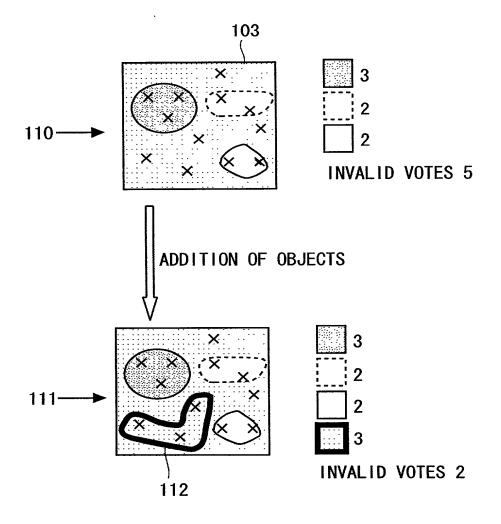


FIG. 47

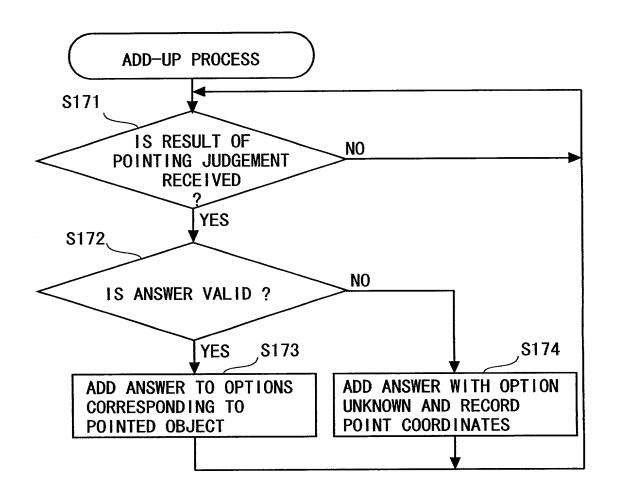


FIG. 48

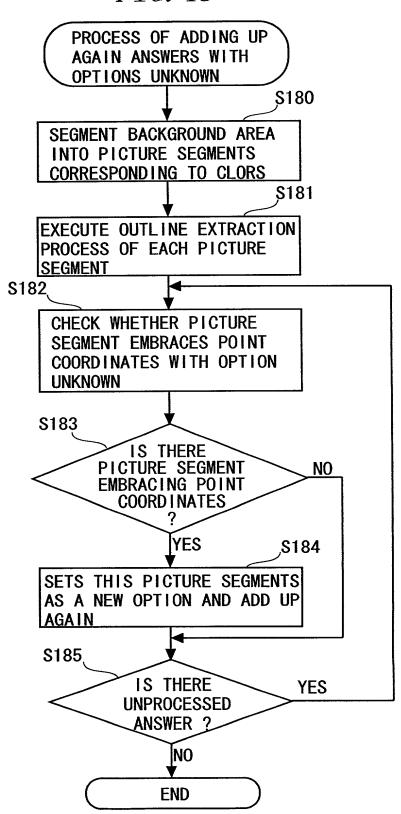


FIG. 49

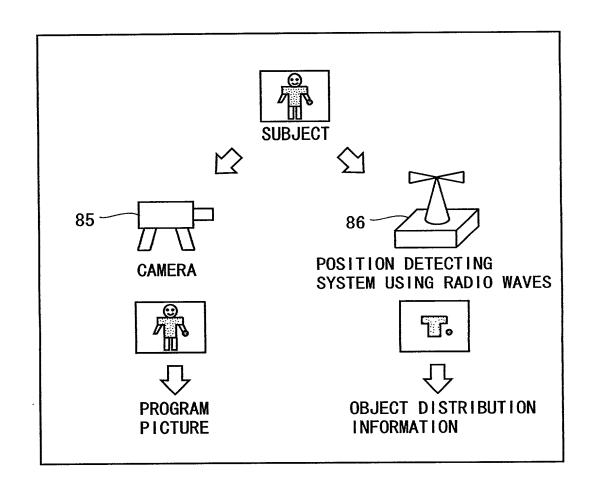
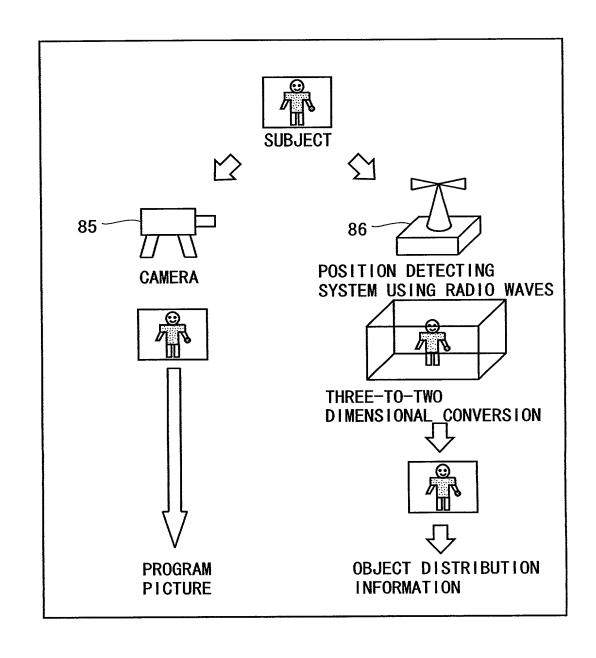


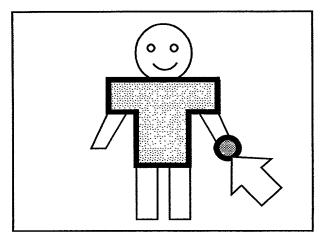
FIG. 50



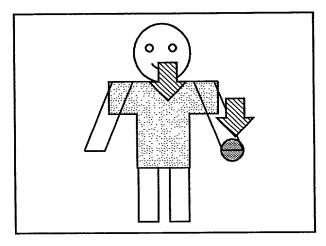
MANY REQUESTS FOR THAT WATCH	S190
RESEARCH ABOUT WATCH	S191
THAT WATCH IS MADE BY COMPANY A	S192
NOTIFY COMPANY A OF DEMANDS INQUIRED	S193
MAKE AGENCY BUSINESS OF ADVERTISEMENT FOR COMPANY A	S194
OBTAIN ADVERTISEMENT FEE, ADVERTISEMENT AGENT FEE AND INFORMATION PROVIDING FEE	S195

THERE ARE REQUESTS FOR THAT WATCH	S200
RESEARCH ABOUT WATCH	S201
THAT WATCH IS MADE BY COMPANY A	S202
NOTIFY AUDIENCE OF RESULT OF RESEARCH	S203
OBTAIN RESEARCH FEE	S204

FIG. 53



ENHANCED DISPLAY



ENHANCED DISPLAY

CH1, MISTERIOUS STORY NO. 52 SPONSOR INFORMATION COMOTOR CORPORATION FRAME IDENTIFYING INFORMATION 3420TH FRAME OBJECT SHAPE INFORMATION X1 Y1 X2 Y2 1 50 50 350 100 1 50 50 300 300 2 365 150 160 2 345 160 405 180 2 355 180 395 180 2 355 180 395 185 2 365 180 395 185 2 365 180 395 185 2 365 180 395 180 2 365 180 395 180 2 365 180 395 180 3 365 180 395 190 3 365 180 395 190 3 365 180 385	PROGRAM IDENTIFYING INFOR	INFORMATION (CHANNEL NUMBER, PROGRAM NAME)	L NUMBER, P	ROGRAM NAME)		
SPONSOR INFORMATION COMOTOR CORPORATION FRAME IDENTIFYING INFORMATION A20TH FRAME OBJECT SHAPE INFORMATION 0BJECT SHAPE INFORMATION X1 Y1 X2 Y2 1 50 50 350 100 1 100 100 300 300 2 365 150 385 160 2 345 160 405 180 2 345 160 405 185 2 355 180 385 185 2 365 180 385 185 2 365 180 385 185 2 365 180 385 185 3 385 185 190	CH1, MISTERIOUS STORY NO.	52				33
COMOTOR CORPORATION FRAME IDENTIFYING INFORMATION (TOTAL FRAME COUNT FROM BEGINNING OF PROGRAM) 3420TH FRAME OBJECT SHAPE INFORMATION 0BJECT SHAPE INFORMATION X1 X2 Y2 1 50 50 350 100 1 100 100 300 300 2 365 150 160 405 180 2 345 160 405 180 2 345 160 405 180 2 345 160 405 180 2 345 160 395 185 2 345 180 395 180 2 345 180 395 180 2 345 180 395 180 2 345 180 395 180 2 365 185 190 3 365 180 395 190 3 365 180 395 190 3 3	SPONSOR INFORMATION					6
FRAME IDENTIFYING INFORMATION (TOTAL FRAME COUNT FROM BEGINNING OF PROGRAM) 3420TH FRAME OBJECT SHAPE INFORMATION 1 X1 X2 Y2 1 50 50 350 100 1 100 100 300 300 2 365 150 385 160 2 345 160 405 180 2 345 180 385 180 2 345 180 385 185 2 365 180 385 180 2 345 180 385 185 2 365 180 385 185 2 365 180 385 185 3 365 186 385 190	OOMOTOR CORPORATION					96
3420TH FRAME DBJECT SHAPE INFORMATION DBJECT SHAPE INFORMATION TO 50 350 300 300 300 305 150 385 395 395 395 395 395 395 395 395 395 39	FRAME IDENTIFYING INFORMA	TION (TOTAL FR	AME COUNT F	ROM BEGINNING	OF PROGRAM)	Č
BJECT SHAPE INFORMATION NBJECT NUMBER X1 Y1 X2 DBJECT NUMBER X1 Y1 X2 50 50 50 350 100 100 300 300 365 150 385 405 345 160 405 405 355 180 395 395 365 180 395 385	3420TH FRAME					34
DBJECT NUMBER X1 Y1 X2 50 50 350 100 100 300 365 150 385 355 156 395 345 160 405 355 180 395 365 185 385	OBJECT SHAPE INFORMATION					טכ
50 50 350 100 100 300 365 150 385 355 155 395 345 160 405 355 180 395 365 180 395	OBJECT NUMBER	X1	۲۱	X2	Y2	6
100 100 300 365 150 385 355 155 395 345 160 405 355 180 395 365 185 385	-	50	20	350	100	
365 150 385 355 155 395 345 160 405 355 180 395 365 185 385		100	100	300	300	
355 155 395 345 160 405 355 180 395 365 185 385	2	365	150	385	155	
345 160 405 355 180 395 365 185 385	2	355	155	395	160	
180 395 185 385	2	345	160	405	180	
185 385	2	355	180	395	185	
	2	365	185	385	190	

FIG. 56

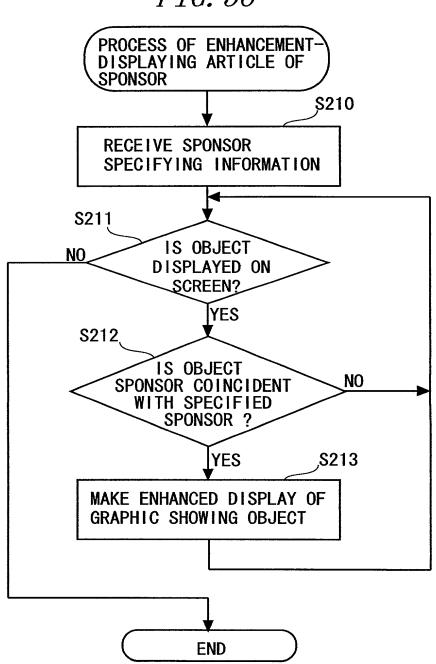
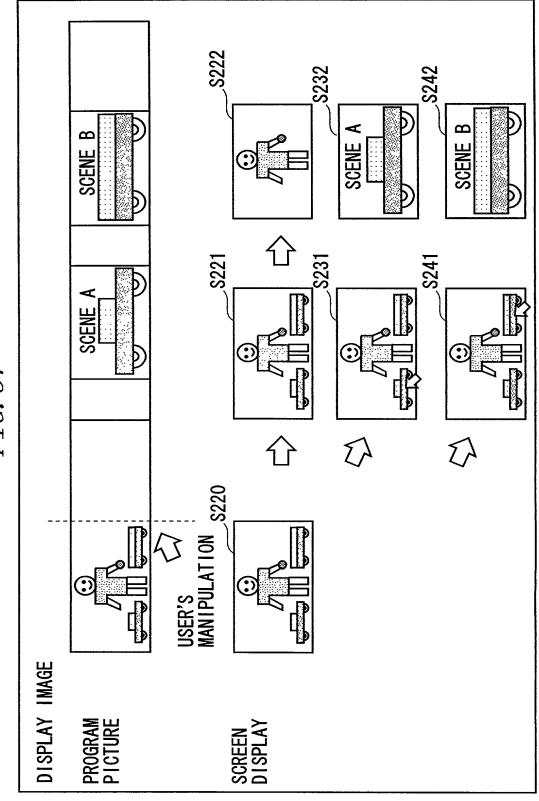
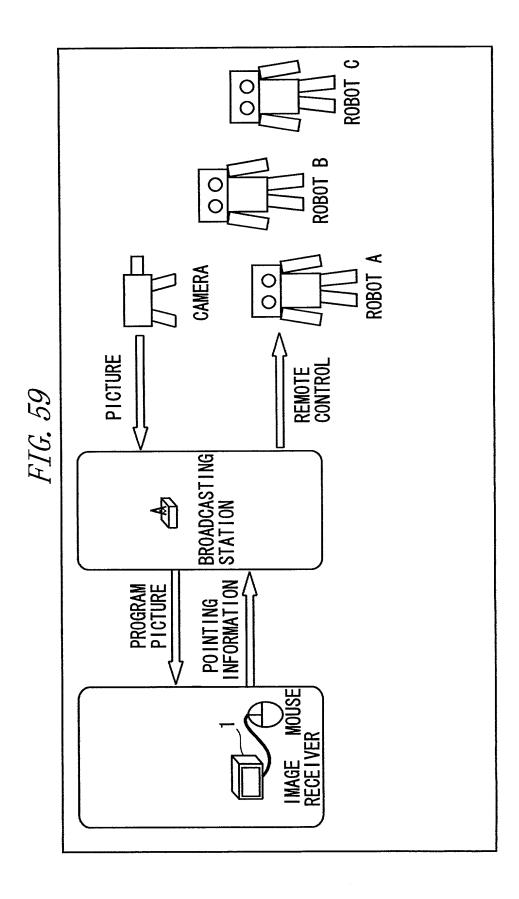


FIG. 57



(DISPLAY DEVICE) DISPLAY PROGRAM PICTURE. \$250	(AUDIENCE) POINT OBJECT ON SCREEN.	(POINTING PROCESS UNIT OF DISPLAY DEVICE) S252 COLLATE OBJECT DISTRIBUTION INFORMATION WITH COORDINATES OF POINTED POSITION AND DETECT THAT OBJECT IS POINTED.	(POINTING PROCESS UNIT OF DISPLAY DEVICE) S253 OBTAIN PICTURE CHANGEOVER INDICATION WHEN OBJECT IS POINTED FROM OBJECT DISTRIBUTION INFORMATION.	(POINTING PROCESS UNIT OF DISPLAY DEVICE) S254 STORE PICTIRE CHANGEOVER INDICATION AT
(DJSPLAY DEVI	(AUD I ENCE) PO II	(POINTING PROCOLLATE OBJECTIVATE OBJECTIVA	(POINTING PRO OBTAIN PICTUR OBJECT IS POII INFORMATION.	(POINTING PROSTORE PICTIRE

END-OF-SCENE DETECTING UNIT	UNIT OF DISPLAY S255	\$255
DEVICE) DETECT END OF SCENE.		
(DISPLAY DEVICE) CHECK PICTURE CHANGEOVER INDICATION.	RE	\$256
(DISPLAY DEVICE) IF PICTURE INDICATION IS GIVEN, CHANGE DISPLAY PICTURE.	CHANGEOVER S257 OVER	S257



PROGRAM AUDIENCES ARE COINCIDENT WITH ARTICLE PURCHASERS	S260
THE NUMBER OF REQUESTS FOR ADVERTISEMENT INCREASES	S261
POINTING PROCESS SERVER ADDS UP POINTING MANIPULATIONS (THE NUMBER OF REQUESTS) PERPROGRAM AND PERADVERTISMENT AND MAKE REPORT OF ADVERTIZING EFFECTS	S262
♦ CONCENTRATE ADVERTISEMENT ON PROGRAM EXHIBITING HIGH ADVERTIZING EFFCT,	S263
PROGRAM AUDIENCES ARE NOT COINCIDENT WITH ARTICLE PURCHASERS	S264
THE NUMBER OF REQUESTS FOR ADVERTISEMENT DECREASES	S265
POINTING PROCESS SERVER ADDS UP POINTING MANIPULATIONS (THE NUMBER OF REQUESTS) PERPROGRAM AND PERADVERTISMENT AND MAKE REPORT OF ADVERTIZING EFFECTS	S266
CHANGE ADVERTISEMENT FOR PROGRAM EXHIBITING LOW ADVERTIZING EFFCT	S267
CHANGE CONTENT OF PROGRAM TO YIELD MORE ADVERTISING EFFECTS	S268

USE BEFORE-PRODUCTION-STAGE ARTICLE IN PROGRAM	S270
ARTICLE GAINS HIGH INTEREST IN PUBLIC	S271
1	
THE NUMBER OF REQUESTS FOR ARTICLE INFORMATION	S272
INCREASES	
POINTING PROCESS SERVER ADDS UP POINTING	S273
MANIPULATIONS (THE NUMBER OF REQUESTS)	32/3
PERPROGRAM AND PERADVERTISMENT AND MAKE REPORT	
OF ARTICLE WITH MANY REQUESTS	
1 1	
FORMALLY PRODUCE ARTICLE	S274
TOMBLET TROUGH / MITTOEL	1
USE BEFORE-PRODUCTION-STAGE ARTICLE IN PROGRAM	S270

USE BEFORE-PRODUCTION-STAGE ARTICLE IN PROGRAM	S270
ARTICLE SHOWS LOW INTEREST IN PUBLIC	S276
THE NUMBER OF REQUESTS FOR ARTICLE INFORMATION DECREASES	S277
POINTING PROCESS SERVER ADDS UP POINTING MANIPULATIONS (THE NUMBER OF REQUESTS) PERPROGRAM AND PERADVERTISMENT AND MAKE REPORT OF ARTICLE WITH MANY REQUESTS	S278
STOP PRODUCTION SCHEME	S279

FIG. 62

